

Curriculum

Semester Credit Units | ECTS-Credits

	1	2	3	4	5	6
PRINCIPLES BUSINESS & MANAGEMENT						
Strategic & Operational Decision-Making	3 4					
Project & Quality Management		3 4				
Accounting	3 4					
Controlling		3 4				
Finance & Investment			3 4			
Fundamentals of Marketing	3 4					
Online Marketing			3 4			
Fundamentals of Innovation Management	3 4					
Human Resource Management	3 4					
Business Process Management			3 4			
Strategic Business Management			3 4			
Entrepreneurship			3 4			
Forum Entrepreneurship				1.5 2		
Turnaround Management					3 4	

TRACK: MARKETING . ORGANIZATIONAL DEVELOPMENT . INNOVATION

MARKETING & SALES

Design of Market Offer				3 4		
Strategy & Brand Management				1.5 2		
Management of Marketing Channels					3 4	

COMPETENCE DEVELOPMENT

Personnel & Competence Development				3 4		
Organizational Development & Change Management					3 4	

INNOVATION

Strategic Innovation Management				3 4		
Future Challenges for Innovation Management					3 4	

TRACK: CONTROLLING . SUPPLY CHAINS . STRATEGY

CONTROLLING & FINANCE

National & International Accounting				3 4		
Tax Law & Tax Policy				1.5 2		
Success Monitoring – Reporting, Analysis, Business Intelligence					3 4	

SUPPLY & VALUE CHAIN MANAGEMENT

Business Process Mgmt. & Interorganizational Information Systems				3 4		
Supply Networks & Value Management					3 4	

STRATEGY

Growth & Financing				3 4		
Strategic Success & Financial Planning					3 4	

ECONOMICS & LAW

Fundamentals of Law I + II	3 4	3 4				
Fundamentals of Economics		3 4				
Economics, Ethics & Responsibilities			3 4			

SOCIAL & COMMUNICATIVE SKILLS

Team Building & Communication	3 4					
Self-Management . Motivation . Leadership					1.5 2	
Business English I-V	1.5 2	1.5 2	1.5 2	1.5 2	1.5 2	

SCIENTIFIC METHODICAL COMPETENCIES

Introduction to Academic Work	3 4					
Mathematics & Statistics	3 4					
Qualitative Research Methods		3 4				
Quantitative Research Methods			3 4			
Coaching Bachelor Thesis					1.5 2	
Bachelor Thesis						2 12
Bachelor Examination						0 1

INTERDISCIPLINARY SKILLS

Integrative Project				6 8		
Integrative Business Studies				3 4		
Internship					0 8	0 7
International Studies						5 10

SEMESTER CREDIT UNITS | ECTS-CREDITS

22.5 | 30 22.5 | 30 22.5 | 30 22.5 | 30 16.5 | 30 7 | 30